



Jindal Centre for Social Innovation + Entrepreneurship

Integrating a Future Learn Program into a business school in India

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Case study on **adapting a MOOC** in the local context of a business school in India.

New avenues for **widening access** and bringing **alternative viewpoints** into higher education.

Insights on the **benefits** and **limitations** of this approach.



Social Enterprise Program

- Three Online Courses -

Social Enterprise: Business Doing Good

Social Enterprise: Turning Ideas into Action

Social Enterprise: Growing A Sustainable Business

<https://www.futurelearn.com/programs/social-enterprise>



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Jindal Global Business School



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A Private University Promoting Public Service

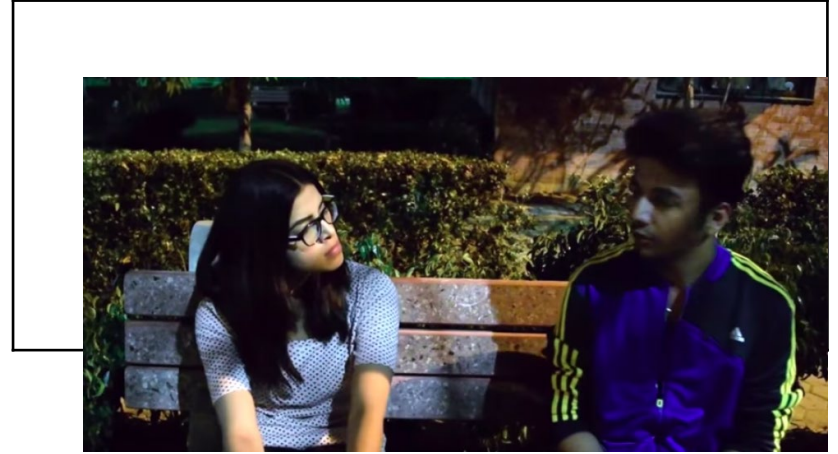
NAAC Accreditation - 'A' Grade

Business School Elective Course

Social Enterprise

17 students (BBA/MBA)

- Evaluation of step activity and comments on FutureLearn platform
- 3 one-on-one interactions with instructors
- Group project - video submission of social enterprise idea addressing a local community challenge
- Final reflection essay



Benefits

- Brought in **Global Perspectives**
- Accommodated **Diverse Learning Needs**
- Created Local **Community Engagement Opportunities**

Global perspectives

16,272
registered
learners

159 countries

1,552 social
learners

"I live in a very small town in rural USA. I am a board member for our local farmers' market and I work at a community foundation."

United States of America

"I'm a middle aged plus disabled lady that has started her own business, building a collective of local makers that produce various items."

United Kingdom

"I am an officer in Yangon City Development Committee"

Myanmar

"I'm a Sustainable Fashion Designer in Colombia"

Colombia

"I am currently a Marketing Executive at a social enterprise that seeks to empower women from different slums in Kenya's capital"

Kenya

"I'm a nurse and have been running community projects"

Ghana

"I'm currently a public servant at the Department of Health where I project lead behavioural economics research"

Australia



What do you think is the **biggest problem** faced in your local community?

431 comments

Source: [FutureLearn Social Enterprise: Business Doing Good](#)

“In Karachi, public spaces such as Parks, Playgrounds are in decreasing with increasing rate, that is leading to shirking of both physical and intellectual space. Due to this lack people has started to stereotype about other communities.”

“In Limuru area, Kenya, the poor quality of education is a challenge that leads to the churning out of dropouts or kids who cannot go to high school due to poor mean grades. This enhances the never ending cycle of poverty in my area as most of this children turn to casual jobs in the farms and start families at such a young age.”

“In China, the local environmental pollution is linked to the government's actions to increase GDP without regard for the after effects. Now that is linked to the broader global issues of environmental disregard and outmoded economic system of growth at all costs”

“Youth Unemployment is the biggest problem in Turkey. University graduates can't find jobs suitable for their own preference and background of study.”

Local challenges around the world



Azzi Life
(Rwanda)



London Early Years
Foundation
(UK)



Atlanta Community
Food Bank
(USA)



Million Kitchen
(India)

202 discussion comments

Source: [FutureLearn Social Enterprise: Business Doing Good](#)

Diverse Learning Needs

Flexibility

Convenience

“This course gave us our freedom to do assignments according to our time and our convenience” - (AS)

“It’s upon my convenience when I can do it. It don’t have to go on a particular time. It’s one-on-one studying. I can sit at home and be relaxed and concentrate.” - (PK)



Local Community Engagement

Group Projects

- An organization to support rural street vendors in securing their livelihoods
- A program to sell excess food produced in the University dining hall and local restaurants at a low cost to surrounding communities
- A distribution system to safeguard farmer livelihoods
- A waste management and water purification program to reduce pollution levels in a local stream

DAILY FOOD WASTAGE					
DATE 31/3/2017					
MEAL	FOOD CHECK				NUMBERS OF PEOPLE COULD HAVE BEEN FEED
	PLATE WASTAGE (Kg.)	BUFFET WASTAGE (Kg.)	KITCHEN WASTAGE (Kg.)	TOTAL (Kg.)	
BREAKFAST	9	6	6	21	53
LUNCH	15	12	65	92	142
EVENING SNACKS	4	1	6	11	55
DINNER	9	8	54	71	109



Limitations

- Several students said course design **lacked scheduled time to work together** effectively on projects.
- Others mentioned it **lacked in-person interactions with instructors** and fellow students.
- Over time almost all **students fell behind the prescribed course schedule**.

Future Vision

Launch FutureLearn degree in 2020

Create valuable credential and expand social impact education globally

Align with Indian Government efforts to:

- Double GER in next 5 years
 - Promote online degrees by Universities
 - Expand access to disadvantaged communities
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